

Where do Farms Fit In?

A brief summary of Vermont
Visitor interests and activities



Vermont Visitors and Farms!

- A review of Visitor interests and activities
- Vermont Farms and the Brand – What visitors do.





Vermont Activities - Visits

Primary Vermont Activity				
<i>Base: Those who participated in an activity</i>				
	Once ever (n=381)	<1/year to 1/year (n=282)	2 to 4/year (n=214)	5+/year (n=377)
Viewing/cultural/learning	39%	33%	29%	14%
Rest/relaxation	23%	23%	27%	32%
Shopping	13%	14%	12%	19%
Trail/street/road	11%	10%	8%	4%
Outdoor adventure	9%	10%	13%	13%
Winter/snow	2%	6%	6%	13%
Boating/floating	1%	3%	5%	3%
Sports	1%	1%	1%	2%

Base: Those who visited VT in the past 12 months

➤Q12. Did you pursue some or any of the types of activities list below?

Base: Those who participated in an activity listed in Q12

➤Q32. Which one of the activities you just mentioned would you say was your primary leisure activity during your visit to VT? (aided, single response)



Vermont Activities - Seasons

- Seasonally, all respondents (96% to 100%) reported participating in one of the seven activities mentioned in the survey during their stay in Vermont.
 - Summer (30%) and Fall (35%) visitors primarily participated in Viewing/Cultural/Learning activities, while Rest/Relaxation activities was the dominant choice amongst Spring visitors (43%; 15 of 35*).
 - Not surprisingly, two fifths (38%) of Winter visitors primarily reported per taking in Winter/Snow activities.

Types of Vermont Activities-Total Participation				
Base: Those who participated in an activity				
	Winter (n=185)	Spring (n=35*)	Summer (n=379)	Fall (n=572)
Rest/relaxation	92%	94% ★	91%	93%
Shopping	88%	100%	93%	95%
Viewing/learning/cultural	55%	89%	82% ★	83% ★
Winter/snow	51% ★	--	5%	5%
Outdoor adventure	43%	37%	52%	39%
Trail/street/road	30%	51%	47%	46%
Boating/floating	13%	20%	37%	12%
Sports	23%	11%	16%	8%

Base: Those who visited VT in the past 12 months

➤Q12. Did you pursue some or any of the types of activities list below?

Base: Those who participated in an activity listed in Q12

➤Q13/Q18/Q20/Q22/Q24/Q26/Q28/Q30. Did you participate in (fill in activity) while in VT?

➤Q32. Which one of the activities you just mentioned would you say was your primary leisure activity during your visit to VT? (aided, single response)

*Caution, small base size (n<50); use for directional purposes only.

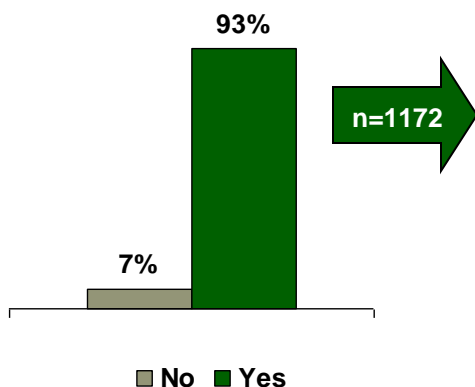
★ Denotes primary activity.



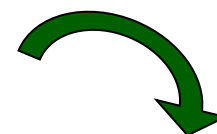
Vermont Activities: Shopping

- The majority (93%) of Vermont visitors reported that they participated in shopping activities during their trip.
 - Most respondents (95%) who shopped in Vermont reported purchasing locally produced food products.
 - Two-thirds (67%) of these visitors also stated they purchased Vermont food for their family when home.

Participated in Shopping Activities
(n=1255)

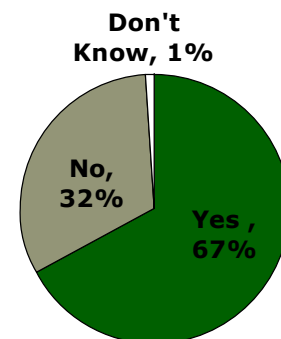


Types of Shopping Activities	
Purchasing VT food products	95%
Purchasing retail items/souvenirs	73%
Purchasing VT products/crafts	69%
Purchasing antiques	13%
Other	5%



Purchase VT Food at Home

Base: Those who purchased VT food products
(n=1104)



Base: Those who participated in an activity listed in Q12 (n=1255)

➤Q20. Did you participate in shopping activities during your visit to VT?

Base: Those who participated in shopping activities (n=1172)

➤Q21. What types of shopping activities did you participate in during your recent visit to VT? (aided, multiple responses)

Base: Purchased VT food products (n=1104)

➤Q21b. When you are home do you purchase VT food products for your family?



Vermont Activities: Viewing/Cultural/Learning

- Over three-quarters (79%) of visitors reported that they participated in viewing/cultural/learning activities. Visitors over 55 were significantly more likely to participate in these activities than younger respondents (83% vs. 74% and 77%, respectively).
 - Visiting historic sites (72%) was the most popular activity among visitors who participated in a viewing/cultural/learning activity, followed closely by foliage/sightseeing/photography (68%).

Participated in Viewing/Cultural/Learning

(n=1255)

79%

21%

■ No ■ Yes

n=986

Types of Viewing/Cultural/Learning

Base: Those who participated in a viewing/cultural/learning activity

Visiting historic sites	72%
Foliage/sightseeing/photography	68%
Visiting natural attractions/parks	59%
Attractions (factory tours, amusement parks)	48%
Visiting galleries/museums	44%
Visiting farm/nursery	37%
Bird/wildlife viewing	30%
Attending concerts/music festivals	19%
Attending state or regional fair	15%
Attending plays/theater	6%
Viewing sports events	3%
Other	4%

Base: Those who participated in an activity listed in Q12 (n=1255)

➤ Q22. Did you participate in any viewing/cultural/learning activities during your trip to VT?

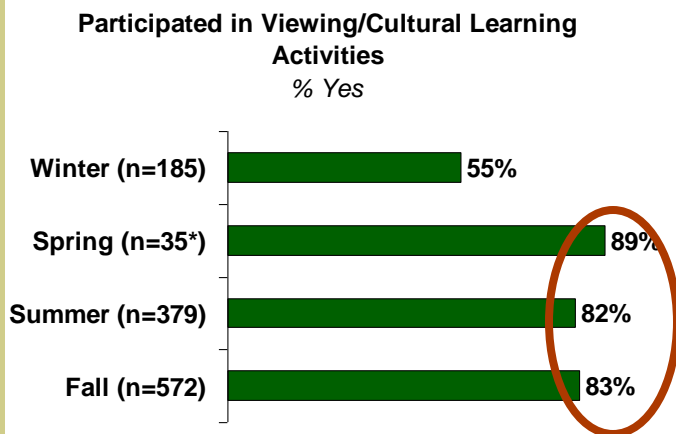
Base: Those who participated in viewing/cultural/learning activities (n=986)

➤ Q23. What types of Viewing/Cultural/Leaning activities did you participate in during your visit to VT? (aided, multiple answer)



Vermont Activities: Viewing/Cultural/Learning - Season

- Spring, Summer and Fall participants were most likely to participate in viewing/cultural/learning activities.
 - Fall respondents were most likely to engage in foliage and sightseeing endeavors and visit farms or nurseries.



Types of Viewing/Cultural/Learning				
Base: Those who participated in a viewing/cultural/learning activity				
	Winter (n=102)	Spring (n=31*)	Summer (n=312)	Fall (n=473)
Historic sites	60%	84%	74%	74%
Foliage/sightseeing/ photography	58%	48%	54%	83%
Natural attractions/parks	48%	61%	64%	56%
Attractions	34%	52%	53%	47%
Galleries/museums	34%	39%	44%	46%
Farm/nursery	32%	23%	33%	42%
Bird/wildlife viewing	33%	32%	31%	29%
Concerts/music festivals	27%	22%	22%	15%
State or regional fair	18%	7%	14%	17%

Base: Those who participated in an activity listed in Q12

➤Q22. Did you participate in any viewing/cultural/learning activities during your trip to VT?

Base: Those who participated in viewing/cultural/learning activities

➤Q23. What types of Viewing/Cultural/Leaning activities did you participate in during your visit to VT? (aided, multiple answer)

*Caution, small base size (n<50); use for directional purposes only.



Inquiry Origin 2009

- Near markets gravitate to the Web for vacation planning.
- But the demand for brochures isn't going away.

FY 08 Packet Requests			FY 09 Packet Requests			VermontVacation.com Unique Visitors May FY09				
State	Packets	%	State	Packets	%	State	Visits	%	% to Request	Accessed Form
NY	4988	10.54%	NY	3655	9.86%	NY	7883	18.52%	5.63%	444
MA	2693	5.69%	PA	2394	6.46%	MA	5628	13.22%	2.97%	167
PA	3033	6.41%	TX	2203	5.94%	CA	2636	6.19%	6.90%	182
FL	2674	5.65%	NJ	1893	5.11%	CT	2271	5.34%	4.32%	98
TX	2678	5.66%	FL	1887	5.09%	NJ	2124	4.99%	6.73%	143
NJ	2535	5.36%	MA	1870	5.05%	PA	2076	4.88%	9.49%	197
CA	1831	3.87%	CA	1689	4.56%	FL	1976	4.64%	8.40%	166
CT	1718	3.63%	OH	1415	3.82%	TX	1815	4.26%	12.18%	221
IL	1817	3.84%	IL	1394	3.76%	NH	1600	3.76%	2.38%	38
OH	1818	3.84%	MI	1273	3.43%	IL	1215	2.85%	10.29%	125



Inquiry Interests FY 2009

Interests	FY2009
Attractions	23561
Historic Sites	12296
Camping	12193
Antiques	10564
Hiking	9331
Covered Bridges	8075
Biking	6227
Highway Map	6053
Cultural Events	3971
Fishing	3717
Arts	3359
School Project Kit	3285
Wildlife Viewing	2915
Maple	2800
Farm Visit	2740
Crafts	2398
Alpine Skiing	2304
Canoeing	1988
Specialty Products	1977
Golf	1834

- Vacation Planning Requests -- FY 2009
- While these are not ranked when entered, they do reflect what is top of mind when people are thinking about the activities they plan to pursue while in Vermont.



Lodging Preferences

- Vacation planners can indicate up to three lodging preferences when requesting a packet from VDTM.

Month	Camp	BEDB	CONDO	Farm	INNS	LODGM	RESORT	RENTAL
July	1101	2017	216	424	1489	2615	992	1301
August	800	1883	209	464	1338	2144	782	1138
September	616	1522	185	417	1148	1819	720	980
October	388	884	151	268	640	1059	496	691
November	323	635	105	186	469	760	361	481
December	369	605	110	190	435	713	335	472
January	933	1371	194	353	1049	1815	713	1082
February	839	1315	185	307	1005	1882	693	863
March	1032	1494	180	379	1090	2031	732	966
April	951	1340	168	337	947	1900	714	875
May	1091	1605	188	389	1145	2232	782	993
June	1121	1815	216	417	1286	2489	795	1078
Total FY 09	9564	16486	2107	4131	12041	21459	8115	10920



That's All!

Questions or Comments?

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